

# JETRO HOUSTON

An Office of Japan External Trade Organization

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March 30, 2011

U.S. Department of Justice/NSD  
FARA Registration Unit  
600 E Street, N.W. - BICN Building  
Room 1301  
Washington, D.C. 20005


RE: JETRO, Houston: Registration #2277  
Submission of Informational Material

Dear Sir/Madam:

Pursuant to Section 4(a) of the Foreign Agents Registration Act of 1938, as amended, JETRO Houston submits herewith copies of the informational material distributed by our office on behalf of Japan External Trade Organization as attached.

If you have any questions relating to this matter, please contact the undersigned.

Very truly yours,

  
Makoto Kimura  
Chief Executive Director

Enclosure: JETRO-Houston *e-Newsletter* Vol. III, No. 1  
for the Spring of 2011

## Letter from the Chief



Makoto Kimura

The Honorable Mary Fallin was inaugurated as the 27<sup>th</sup> Governor of the state of Oklahoma this past January 10 thus becoming its first woman governor. Governor Fallin served as Oklahoma's first female Lieutenant Governor in the mid-1990s before becoming a U.S. Representative in

2007, also being the first woman from Oklahoma since 1921 to serve in the U.S. Congress.

While she was Lt. Gov., JETRO sponsored its Senior Trade Advisor program in a joint initiative with the Oklahoma Department of Commerce during the governorships of the Honorable David Walters and the Honorable Frank Keating. Japanese executives served as STAs on two separate occasions to work with the state to encourage trade and investment with Japan, and we are delighted to know that Governor Fallin's current policy outreach includes greater economic development.

In her inaugural address, the Governor called for a pro-jobs, pro-growth agenda to build a better and more productive business climate. Her vision of this ideal is where ideas flourish, new companies are created, existing companies expand and businesses from around the globe relocate to Oklahoma where they can succeed. This environment can attract new capital and new investments which produce new jobs and retain existing jobs.

David Lopez, named by the Governor as her Secretary of Commerce, will bring his expertise from a career with AT&T to his new position. Lloyd T. Hardin, Jr., an attorney with McAfee & Taft, will continue his efforts as Honorary Consul General of Japan at Oklahoma City.

We count six Japanese firms doing business in the Sooner State. It is most interesting to note that Hitachi Computer Products (America), Inc. has expanded its facility in Norman, and a related story is included in this e-Newsletter. Both Astellas Pharma Technologies, Inc. and Weathernews America, Inc. are also based in Norman, while Guymon Extracts, Inc. is in Guymon; Intercontinental Jet Service Co. is in Tulsa; and TDK Ferrites Corp. is in Shawnee.

JETRO-Houston deeply appreciates the personal kindness of so many concerned individuals and organizations for those adversely affected by the Tohoku Pacific Earthquake in Japan. Thank you very much for your thoughtfulness.

## ICT in Japan

Lisa Hunter Ryden shared her insights during the February Dynamics in Japan's ICT Market seminar hosted by JETRO-Houston in cooperation with the Austin Chamber of Commerce, City of Austin and U.S. Department of Commerce, Austin Export Assistance Center.

In pursuing foreign markets, this International Expansion Manager at Austin-based Luminex developed her own specialized Core Team configuration that actively involved her colleagues. Representatives from human resources, IT, legal, finance and research & development were organized together to help with sales and marketing, foreign transactions, intellectual property, and global service and support.

Ryden spoke about their mission to improve the health, safety and quality of life for people around the world. This medical device firm, which holds 27 patents in Japan, opened its office in Tokyo in 2009.

Luminex grew its international expansion by first looking at the top economic-growth countries and focusing on those with the least barriers. Japan is the 2nd largest medical device market in the world, and the country has over 9,000 hospitals. After analyzing its data and market research, a market entry strategy was developed to build brand awareness, localize products and services, and establish a distribution channel. Ryden reported that Luminex enjoys the support of 60 partners worldwide.

Also offering a keynote address, Makoto Abe returned to Austin from his base in San Jose's Silicon Valley where he heads his Japan Business Solutions consultancy. Abe, who also serves as Business Advisor/North American ICT Advisor with the JETRO-San Francisco office, provided an insider's look when talking about "What's Hot in the Japanese ICT Market in 2011." Referring to recent data from Nomura Research Institute, Japan's top tech initiatives include cloud computing, green IT, medical and healthcare IT, and multimedia broad-



JETRO Business Advisor/North American ICT Advisor Makoto Abe is joined by Lisa Hunter Ryden as keynote speakers at the "Dynamics in Japan's ICT Market" seminar held in Austin.

casting for mobile devices.

In Japan, blogging is popular along with Social Networking. The number of blog sites is expected to grow from 13 million in 2006 to almost 22 million in 2012. SNS will increase in the same six-year period, from 16 million registered users to 49 million. Revenue in advertising for blogs and social networks will probably expand from \$443 million in 2007 to \$1.8 billion in 2012.

Before concluding his remarks outlining JETRO's programs and services, Abe highlighted examples of the dominant characteristics that ICT companies shared in achieving success in Japan. These included products and services that were technologically advanced, unique, dependable, flexible, adaptable, customized and had Japanese interface.

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